



HIGHlight

February 2008

From the President...

Dear PSNM Friends —

We're on our way to another fine National Show. Our thanks and gratitude goes to Janie Gonzales and Margi Lucena for volunteering to Co-Chair the show this year. They are joined by a number of other members who have signed up to help in a variety of ways. Don't feel left out; there are still plenty of ways to help. Still needed are people to accept entries and one or two members to plan the reception.

Besides the National Show there are other exciting plans in the works. Stay tuned to learn more about these things in the months to come.

Back to the subject of the National Show; plan to

join us after the February membership meeting at Las Mañanitas. We'll meet for lunch and Glenda Jensen will lead us in the selection of Jurors for this year's show. We'll also select a Judge for 2009. Come, present your picks and bring materials (magazine articles, etc.) to support your choices.

See you there.

— Elaine Koehler

Something to think about —

In a letter from Van Gogh to his brother, he states *emotions are sometimes so strong that one works without knowing that one works, and the strokes come with a sequence and coherence like that of words in a speech or letter.*

From *Art As Experience* by John Dewey

Monthly Meeting at the Albuquerque Museum

Saturday, February 9, 10am

“Sunlight and Shadow” - *Understanding Value and Temperature in the Landscape*

Maggie Price will demonstrate how a clear value structure and understanding of areas of sunlight and shadow in the landscape makes for a stronger painting. Beginning with this simplified underpainting system quickly establishes both value and temperature, and can bring the warmth of the sun and the coolness of shadow to the finished painting.

Maggie was co-founder and the former editor of *The Pastel Journal*, a national magazine for pastel artists with over 40,000 current readers, and has written over a hundred articles about pastel art and artists. She is a Signature Member of the Pastel Society of America, the Pastel Society of New Mexico and Plein Air Painters of New Mexico. She is the Vice President and a member of the Board of Directors of the International Association of Pastel Societies, and serves on the editorial advisory boards of *The Pastel Journal* and *The Artist's Magazine*. She is the author of the book *Painting with Pastels* (North Light Books, 2007) and teaches numerous US and foreign pastel workshops each year.



PSNM Officers & Committee Chairs

President	Elaine Koehler
Vice President	Wanda Portee
Treasurer	Peggy Orbon
Secretary	Lee McVey
Past Pres.	Gaye Garrison
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Corresponding Sec.	Kathleen Dietz
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50/50	Patty Stewart, Seung Youn
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Librarian	Jill Rushton, Karen Servatt
MasterWorks Rep	Carol Lovelady
Membership	Gaye Garrison
Membership Tags	Gaye Garrison
National Show	Janie Gonzales/Margi Lucena
Newsletter	Marilyn Drake, Alice Flitter
Programs	Maryann McGraw
Program Review	Gail Murray
Publicity	Diana Stauffer
Refreshments	Vacant - Please Volunteer
Signature Membership	Betsy Greenlee
Website Manager	Marilyn Drake
Workshops	Lyle Brown

* To send emails to people on this list, go to www.pastelsnm.org then click on Contacts.

Member News

Jakki Kouffman will have a solo exhibition of her landscape paintings at the Las Cruces Museum of Art from March 7 - April 5, 2008. www.jakkikouffman.com

Kathleen Dietz was pleased to receive a 3rd place ribbon at the NM Veterans Art show in Nov. She also has several paintings currently on display at Framing Concepts Gallery.

Deborah Paris's recent and upcoming exhibitions and shows include Albuquerque Museum Miniatures, Panhandle Plains Museum Invitational (March 2008), Plein Air Texas at Southwest Gallery, Dallas, TX (April 2008) and Telluride Plein Air, Telluride Colorado (July 2008).

Deborah will also giving a demonstration and lecture for the Pastel Society of the Southwest, Dallas, TX in March.

Cheryl Browder is currently featured on Doug Dawson's website (www.dougdawsonartist.com) as a "Found Gem". He has singled Cheryl out as an artist he believes to be of exceptional quality.

FOR SALE

STACK-N-DRY Spring-loaded 20 shelf floor drying rack. New, unassembled in box. Great for storing finished art, paper or panels. \$95.00 Please call **Judy Felsen** at 291-9811.

FRAMES - **Lee McVey** has various sizes of gold frames, glass, and neutral color, archival double mats available for sale at very reasonable prices. For info, contact Lee at leemcvey1@msn.com or 505-884-5566.

DIGITAL CAMERA - CANON G5, 5 Mega-pixels with Zoom Lens, additional 2X TELE & .5 Wide Angle with Macro Lenses, 2 Sandisk memory cards: 1 each - 256 mb and 1 GB, 2 Batteries and a Lens Adaptor. Takes great pictures. Asking \$245. Contact **Lyle Brown** at 505-797-9642 or email: lhbrownart@msn.com

BOOK - "COLOR AND BEYOND", a new book by Ann Templeton, includes nearly 100 color photographs of her artwork and that of other prominent artists. To order, contact Eugene Mendonsa at: artsmart42@gmail.com or go to Ann's website: www.anntempleton.com

Plein Air Painters of New Mexico

Painting the "Land of Enchantment"

Open to all artists who like painting outdoors - *in any media*.

Membership is only \$25 for the calendar year.

For more information and to download a Membership Form, go to the PAPNM website:

www.pleinairpaintersnm.org

Plein Air Painters of New Mexico (PAPNM) is an organization of artists dedicated to preserving and promoting the tradition of painting *en plein air* — in the open air (outdoors).

PAPNM provides regular opportunities for members to paint together at monthly paintouts in various parts of the state, and also hosts exhibitions and workshops.

Please join us on one of our paintouts and see for yourself how wonderful it is to paint New Mexico *en plein air*.

PAPNM • P. O. Box 1835 • Tijeras, NM 87059
Email: info@pleinairpaintersnm.org

January Program Review

by Gail Murray

John Cacciatore in China: The Value of Art

Long time Albuquerque resident, **John Cacciatore**, gave a fascinating presentation to a packed meeting in January. John has been the owner/operator of Dartmouth Street Gallery (www.dsg-art.com) for over 25 years. Recently he moved the gallery to his home in downtown Albuquerque and it is now open by appointment only. Call 266-7751. He and his wife, noted tapestry weaver Nancy Kozikowski, have been living in Beijing, China part of the year as well as Albuquerque. Immersing themselves into the culture and art market in China, Nancy currently has several tapestry commissions for the Chinese Olympic hotels.

John's presentation began with his definition of art: "An original human creation of subjective and expressive content that transcends language." Living and working in China bears this out. Part travelogue, part art history lesson, part marketing tool, John's presentation provided a glimpse into the culture and diversity of China's art world. As an art history major at UNM, John's specialty was the high Renaissance, which led to a curiosity about the business of Renaissance art. For example, he learned that Michelangelo earned, in today's dollars, the equivalent of \$50,000 annually during the peak of his career. Today the Vatican takes in \$20 million in ticket sales annually to view the Sistine Chapel. A good return on their investment!

John has taken his knowledge of the business and marketing of art to the country that has the largest, fastest, growing middle class on earth: China. He asks, "what is the true value of art?" The true value of art is the amount of money a person receives for the art he or she sells; PLUS the amount of time others enjoy seeing it; PLUS the enhancement of the art to a collection. And who buys art and why? Two pyramids illustrate the answer. At the base of the "Who Buys" pyramid are "Average People". Above them are "People with Above Average Income"; on top of that is "Government, Religious, and Large Business" and at the very top of the pyramid are the "Wealthy." The "Why" pyramid corresponds thusly: At the base is "Decoration"... Average People buy art to Decorate their homes. Next is "Love of Art and to Enhance Image" (the above average income purchasers). On top of that is "Community Investment", and the very

Wealthy who buy art for "Investment and Immortality". Since average people are the largest art purchasers, it made sense to John to market art in China, home of that huge growing middle class. There is also now a huge transfer of wealth from our parents (the World War II generation) to their children, which is also fueling a surge in art purchases.

When deciding the true value of art, you must also compare the values of similar images or paintings. One of his slides showed two similar still life paintings, one from the 1600s valued at hundreds of thousands of dollars, and an excellent Chinese "original" copy for less than \$1000.00. Since most of us don't have a few million dollars to spend on original Renaissance art, we average mortals would view the better value to be the \$1000 original copy for our bare walls. One does not need to spend a huge amount of money to get good art at good values at any level. I'll take this opportunity to share my own value-of-art motto: "Art is where you find it and the value or price is what you pay for it." The famous art auction house, Sotheby's, has been promoting Chinese art heavily in recent years. John mentioned that a few years ago a certain artist was getting \$5000 for a painting, which now sells for \$100,000 to \$150,000. International auctions are unregulated and easy to manipulate, so the market for contemporary Chinese masters is going through the roof now. He showed a picture of a Chinese artist he knows that is a billionaire!

Part of the art marketing culture of China that Westerners find difficult to absorb is copying original art and selling the "original" copies as mentioned above. John stressed the concept of copying art has been an acceptable distribution channel in China for thousands of years until only recently. He stated that these are profound cultural differences that still need to be reconciled. The Chinese copy everything. John gave the example of the iPhone. They reverse engineer everything, knock it off, and improve it! You can get an iPhone that is not an iPhone! Art schools in China are very popular now and to be able to copy paintings well is the way to get into art schools. The discussion of copying art brought up questions about intellectual property rights, copyright infringement and the legal pursuit for damages. China does have good copyright protection laws if you want to take it to the courts.

When asked how the art market is for giclees, John replied the "coin of the realm is still oil on linen with works on paper and giclees slower or second to that." However, he believes that "there are thousands of small

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art markets, not just one. Real museum collectors like great images no matter what the limitations are of the medium." When his wife is developing sketches and ideas for her tapestries, she designs them in pastels because the colors are so rich and saturated. She is also working on licensing carpet designs and having them produced.

In concluding, he said the best way to market your art in China is to make use of the technology, the internet, making digital images of your work, and research websites in China that will sell art. There are several good sites, but the best way is to spend some time over there in person. Meet the people, have face to face interaction, network, and establish relationships. People want to get to know the artist, just as we do in America. John feels very safe when he is in China, since there are no guns in the hands of the population and no drugs, two of America's biggest crime problems. Today's talk was the tip of John's knowledge iceberg, which left us wanting more.

For more information, visit www.dsg-art.com

PSNM Gets Noticed...

This email message was recently received by Paul Murray, 2006 National Show Chair, though it should have been addressed to Bob Blagg, 2007 Show Chair. It is printed here as it arrived...

Dear Paul,

I was just looking through Southwest Art and saw the three page ad for your national exhibition. I am very impressed! I am the current president of the Maryland Pastel Society and chaired our Shades of Pastel show this year. We had a record rate of sales (20 out of 100). But we didn't do anything like this in the way of advertising. I hope that the expense of the ad will pay off for you and will help all of us by educating the art-buying public on the beauty and durability of pastel.

I can also imagine that you will have more applicants in future shows. I certainly have considered it!

Thanks to all of you in the New Mexico Society for putting pastels 'out there'!

Jean Hirons

President, Maryland Pastel Society

MasterWorks 2008

(10th Anniversary)

April 4 - 25, 2008

For more information, please contact the PSNM MasterWorks Representative by mail or phone.

Carol Lovelady
300 Alamosa Rd. NW
Albuquerque, NM 87107

Phone: (h) 505-345-2267; (c) 505-480-9938

Email: lovelady101@comcast.net

Deadlines:

March 22 - Miniature Fine Art

Artwork delivered to Hispanic Arts Center 11 am-1 pm

MasterWorks Show Calendar:

- Apr 4 - Opening Reception and Awards
- Apr 7 - Nancy Reyner, Golden products demo
Bud Edmondson demo
- Apr 8-10 - Bud Edmondson - "Perspective" Workshop
(all media)
- Apr 13 - Open House and Paint-in
- Apr 14 - Sharon Fullingim - Printmaking Workshop
- Apr 16-18 - Robert Kuester - RGAA Workshop
(portrait or figures)
- Apr 19 - Robert Kuester demo
- Apr 20-22 - Richard McKinley - PSNM Workshop

Judges: Large Fine Art - Wilson Hurley

Miniature Fine Art - Jan Keefer

Jurors: Large Fine Art

Jim Asher, Christopher Mead, Anita Louise West

Miniature Fine Art

Leo Neufeld, Carole Pallister, Mary Sundstrom

OPEN HOUSE

PSNM members **Lyle Brown, Marilyn Drake, Bud Edmondson, Betty Giles, Fred Miller, and Sheila Richmond** invite you to the Annual Open House at
The Artist Studio

Sunday, February 17th from 1 - 5pm.

8200 Menaul NE (Suites A & B)
in Hoffmantown Shopping Center

Workshops

LISTING POLICY: All new announcements will be published with as much detail as space will allow. Repeat listings will be abbreviated. Deadline for submissions is 15th of month preceding next issue.

Please send your listings for classes, events, workshops, or news via email to: Alice Flitter - awflitter@aol.com

To find out about other workshops, shows, etc. check magazines and online sources. Use Google to search for additional information.

TAUGHT BY PSNM MEMBERS

Lee McVey Landscape Classes

Feb 5 - Mar 25 • Tuesdays 1-4 pm, Hirst Studio (NW)

Feb 7 - Mar 27 • Thursdays 1-4 pm, The Artist Studio (NE)

Receive lots of one-on-one attention and encouragement as you develop your skills. Improve your ability to see and to extract needed info from reference photos to create successful paintings. For beginners with some pastel and drawing experience to intermediate students.

\$175, tax included

For details: leemcvey1@msn.com or call 505 884-5566

Maggie Price Workshops

March 2008, St. Lucia, West Indies

April 2008, Sautee, GA

May 2008, Juzcar, Spain; Pollock Pines, CA

July 2008, Puyallup, WA; Portland, OR; Medford, OR

September 2008, New York City, NY (Pastel Society of America); Cortona, Italy

October 2008, Santorini, Greek Islands; Juzcar, Spain

For details about these and others, go to:

www.MaggiePriceArt.com

Margot Schulzke Workshops

Learn "why you put what where" with the author of *A Painter's Guide to Design and Composition*. (North Light, 2006)

March 31 - April 4, 2008 • Eugene, OR

Emerald Art Center - In lush, green Willamette Valley, 5 days, \$390 EAC members, \$425 non-members. Contact Emerald Art Center, 541-726-8595, or emerald@epud.net

July 16 - 19, 2008 • Gig Harbor, WA

On beautiful Olympic Peninsula. Sponsored by Northwest Pastel Society. Contact Binky Bergsman at:

binky.bergsman@verizon.net or call 360-568-1199.

September 13 - 20, 2008 • Puy-l'Eveque, France

\$2599, includes airport transfers, tuition, meals, room at American-owned Domain du Haut Baran, and 78 Great American Pastels. Check it out at www.hautbaran.com

Contact: Bob Strohsahl: 800-375-8232, pastelguy@aol.com, or Margot Schulzke: schulzke@jps.net

October 16-18, 2008 • Sacramento, CA

Three days at Sacramento Fine Arts Center, in studio.

\$270. Contact: Sharon Drysdale, 916-971-3713 or

email: watercolourart@hotmail.com

Jakki Kouffman Workshops

Painting in Pastel or Acrylic paints and mediums.

May 11 - 15, 2008 • Abiquiu, NM

September 15 - 19, 2008 • Taos, NM

Tuition: \$530 (inc. \$30 NM tax)

Contact: Jakki Kouffman, 21 Chapala Rd., Santa Fe, NM 87508

(505) 466-1800 or art@jakkikouffman.com

www.jakkikouffman.com

Paul Murray Workshops

September 6 - 12, 2008 • Haut Baran, France

Information at www.hautbaran.com or Contact: Bob

Strohsahl: 800-375-8232, pastelguy@aol.com

October 6 - 9 • La Cienega, NM

October 13 - 16 • La Cienega, NM

Both these workshops will be at my studio, limited to 8.

For more info email: murrayfineart@earthlink.net

Mike Mahon Workshops

February 25 - 27 • Marble Falls, Texas

Portrait workshop, sponsored by the Highland Arts Guild.

March 6 - 8 • Midland, Texas

Portrait workshop, sponsored by the Midland Art Assoc.

June 26 - 28 • Amarillo, Texas

Painting Process workshop, sponsored by the Amarillo Art Institute

July 21 - 25 • Cloudcroft, New Mexico

Painting Process workshop, sponsored by Cloudcroft Art Workshop. Contact Jan Rasch, at 1 505 682-2889 or janrasch@zianet.com

September 15 - 25 • Hot Springs, Arkansas

Portrait Workshop, sponsored by Hot Springs Art Gallery.

Fall of 2008 • Taos, New Mexico

Painting Process, details to be announced.

For info on all workshops, except Cloudcroft, contact Mike Mahon at art@mmahon.com or phone: 806-359-5130

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Workshops

Mike Mahon Workshops... All mediums are welcome, but demonstrations will be in pastel and oil.

Lorenzo Chavez Workshop

June 16 - 20 • Santa Fe, NM

Paint historic Santa Fe in this 5-day landscape workshop. For information, contact Valdes Art Workshops at 505-982-0017 or visit www.valdesartworkshops.com

TAUGHT BY OTHERS

Desmond O'Hagen Workshop

April 25 - 27, 2008 • Ouray, CO

Advance your technique. \$333 (M), \$363 (N-M)
Offered through Weehawken Creative Arts, PO Box 1497, Ouray, CO 81427 Phone: 970-325-4005; email: us@ouraynet.com or www.weehawkenarts.org

Frank Federico Workshop

June 16 - 20, 2008 • Taos, NM

Five day *plein air* workshop (depending on weather conditions) starts on Monday. \$700 includes workshop tuition, plus 6 nights (starting on Sunday night) at the historic Sagebrush Inn. Double occupancy - Single occupancy is additional. Includes full breakfast daily. If interested, contact Lyle Brown at 505-797-9642 or e-mail: lhbrownart@msn.com

Ann Templeton Workshop

August 10 - 20, 2008 • Africa

Many *en plein air* opportunities. Fee includes most in-Africa transport, most meals & lodging, safaris and sightseeing tours (others are available as extras). Safaris can be placed before or after the workshop each day, and there will be an off day or two during the workshop to take short tours to see the animals.

Cost (excluding air fare): Painter: \$3,700 - Shared room, \$3,900 - Single room; Non-Painter: \$3,300 - Shared room, \$3,500 - Single room.

Average air fare: \$2000 to Johannesburg.

Go to www.anntempleton.com for more information, or for any questions contact Gino at: gino@anntempleton.com or artsmart42@gmail.com or call (505) 378-4262 \$500 pp deposit (Limited to 20, deposit is essential)

Send checks (payable to Ann Templeton) to:

Ann Templeton Art, PO Box 651, Ruidoso Downs, NM 88346

Doug Dawson Workshops

Former PSNM National Show judge, Doug Dawson's 2008 workshops (from March - November) is listed on his website: www.dougdawsonartist.com

His email is: dougdawson8@aol.com;

or phone: 303- 421-4584

Webster's World 2008 Tours for Artists

Cortona, Tuscany, Italy - May 12 - 24

Landscape painting with RICHARD McKINLEY

Provence, France - May 12 - 24

Landscape painting with COLLEEN HOWE

Southern France - October 1 - 12

Landscape painting with DUANE WAKEHAM

For details and to download brochures, go to:

www.webstersworld.net

Or email or call: websterw@patriot.net or 1-800-952-9641

Call for Entries

Slide Deadline: March 3, 2008

Pastel Society of the West Coast 22nd Annual Open Exhibit. May 18 - June 22. Go to their website: www.pswc.ws or send a #10 SASE to Jerry Boyd, 686 Cedar Flat Ave., Galt, CA 95632

Slide Deadline: April 1, 2008

Pastel Painters of Maine 9th International Juried Exhibition. July 10 - Aug 10. Download prospectus from: www.pastelpaintersofmaine.com or send #10 SASE to Dick Neville, 11 Harris St., Springvale, ME 04083

Digital Deadline: May 2, 2008

First Daily Painters of New Mexico Art Competition 1228 Parkway, Suite F, Santa Fe, NM 87507
June 6-11, 2008; Reception: June 6, 6:00 pm – 9:00 pm
Each artist may submit up to a total of 10 digital entries
Email to: contest@dailypaintersnewmexico.com.
To download prospectus, go to Art Competition on Daily Painters of New Mexico website: www.dailypaintersnewmexico.com

Deadline: May 31, 2008

Paint the Parks - see full description on page 7.

Remember, there are many shows and competitions listed on the web, as well as the art magazines. So do some exploring on your own to see what is coming up.

PaintAmerica Announces 2008 Paint the Parks Call for Entries

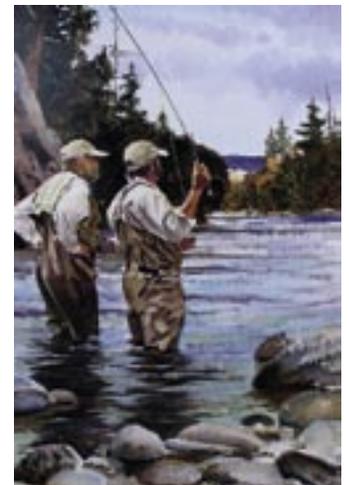
PaintAmerica, a national, non-profit organization to support and promote the visual arts, has announced the Call to Entries for the 2008 "Paint The Parks" National Artists' Competition. Paint The Parks will attract many of our nations' top artists, with a \$10,000 purchase award for the Grand Prize. Many other cash prizes and purchase awards will also be available, making Paint The Parks one of the country's richest art competitions. Full details and entry forms are available at www.PaintAmerica.org

The 2008 Paint the Parks100 Competition and the Paint the Parks "Mini50" provide the country's top national venue for established and emerging representational artists to showcase their talents. The competition celebrates our country's national parks, with a portion of the proceeds benefiting the National Parks Foundation (www.nationalparks.org) The competition also supports the PaintAmerica mission of providing scholarships for young artists and promoting the visual arts across America.

The Paint the Parks Competition format rewards artists with great potential for sales of their work. It also provides recognition, exposure and awareness through a national traveling exhibition and an online display. The exhibition will be shown in venues such as The Jefferson National Expansion Memorial, St. Louis, MO; The RW Norton Art Gallery, Shreveport, LA; and The CACEG Gallery; Estes Park, CO. Showcasing the beauty and qualities of America's National Park system as seen through the eyes of its artists is another benefit of the program.

The Second Annual Paint the Parks 100 carries on the tradition of the long-running Arts for the Parks competition. Last years grand prize winners were John Agnew of Cincinnati, OH for his painting "Looking for the Shore" and Ray Hunter of Santa Barbara, CA for his mini painting "Lesson on the Yellowstone".

Entries representing any of the 390 National Parks are submitted and judged within one of the three National Park Regions. The highest scoring painting from all entries is named the Grand Prize Purchase Award Winner and claims a \$10,000 purchase award. It, and the top 33 paintings from each of the three regions advance to the Paint the Parks100. Other artists in the top 100 also have the chance to receive additional cash prizes and purchase awards. Recognition is also given to the "2nd 100" artists.



The "mini" competition is for works up to 180 square inches.
The full-size competition accepts work up to 720 square inches.
A discounted entry is available for meeting the early deadline of May 1, 2008.
The final competition entry deadline is May 31, 2008.

P.O. Box 4031 • Topeka, KS 66604 • 785.273.4502 • fax 785.273.4510 • www.PaintAmerica.org